



24 March 2026

# Innovations Session N°26

## Financing African Agrifood Entrepreneurs: Strategies to access investment



INNOVATIONS<sup>📶</sup>  
SERIES



Funded by  
the European Union



# FROM HOME-BAKED IDEA TO REAL IMPACT

- Identify what you want to venture into
- Do a problem survey within your community
- Test your solution as soon as possible
- Do not wait for a perfect product to go to market



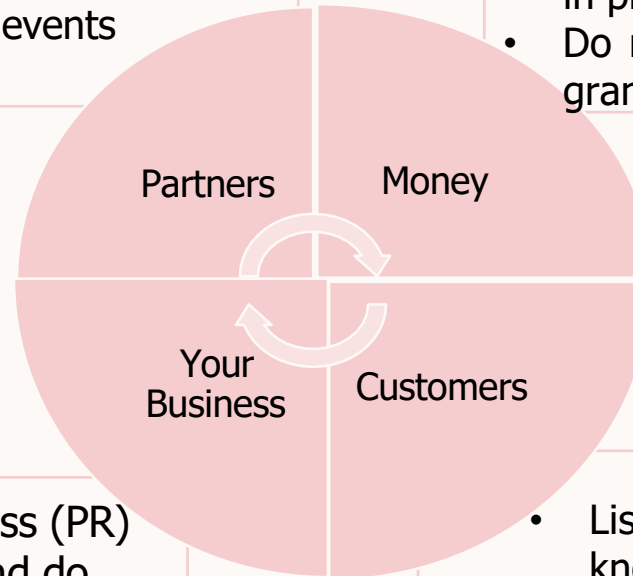
**Ecobed**  
BIOTECH BRAND



# GROWTH & VALIDATION

- Attend coffee meetings, trade shows and conferences
- Sometimes decisions are made by people who know you
- Leverage free events, virtual or physical. Plenty of online networking events
- Invest in network building

- Apply for small grants before you pivot to big grants as they help you in validating your ideas
- Proper documentation & systems in place like financial, registration
- Do research on your donors, their grantees and their friends



- Make noise for your business (PR)
- Pivot. Be ready to let go and do something new at any one time
- Benchmark – You are not the first to do that business
- Invest in a good team and grow it

- Listen to feedback. Customers know what they want
- Track customer referrals
- Reinvent, rebrand often and look at market trends
- Invest in your customers. Deliver quality

# TAKEAWAYS & OPPORTUNITIES <sup>4</sup>

- Register your business in strategic /new markets. Markets such as UK /USA target donors
- Understand funding systems for different countries like USA which require fiscal sponsors to donate funds to NGOs or other systems
- Financial discipline and show results for the little funds you get
- Go for programs that do not directly give funds but train you (YALI, Dovetail Impact Foundation)
- Subscribe to newsletters on individual websites and on opportunity sites
- Google has a wide source of non published (private) opportunities
- Invest in networks to tap into unsolicited funds for organizations
- Quarterly reports and monthly newsletters. Send them out.
- Make fundraising part of your routine. Dedicate time per day to it





# Thank you

